Delivering with impact – 3 top tips

1. Be authentic
Forge your own communication style. Know that the best person you can be is yourself – find out your natural communication strengths.

Some people confuse having an impact with making an impression. Authentic personal impact can be impressive - but those who seek to impress often have the opposite effect! You don’t need to be loud or extrovert to have a profound impact on others – you can be powerful and quietly spoken or understated.

It often seems like there are certain ways of delivering presentations in the CS that people conform to. We encourage you to leave the notion of a ‘right way’ or ‘a done thing’ behind – and do whatever works! Engage with people – make real eye contact. And flex for different situations.

2. Be memorable
Think about your language: Avoid jargon and abstractions as much as possible. Paint memorable pictures with words and stories! Use numbers and statistics to make a powerful case. Instead of long meandering sentences, speak in bite-sized chunks of no more than a dozen words.

Use your body: What works for you might not work for someone else – and vice versa. Use feedback to discover what works best. E.g. if you are naturally expressive, then use gestures. If you are not naturally expressive don’t wave your arms around just because you’ve been told you look a bit wooden. Maybe find effective ways to draw the audience in with your stillness.

Use your voice: Speaking slowly and pausing gives people time to digest what you’ve said – particularly if it’s new information or a complex subject.

Get feedback about all of this – and work on areas for development.

3. Use structure
Headline – Strapline – 3 key points – Call to action

Whenever you start speaking, know where you are going!

Make each word count, and remember – less really is more! You saw the power of headlines in Module 3. And speaking in 3s. Focus on the key points you want to get across and leave the script behind! To the extent you are clear about your messages, it’s likely they’ll be clear too - and vice versa!

Leave you audience in no doubt about what you are telling them or what action you want them to take.